Subject: RE: Postpone Marketing Committee Meeting
From: Alan Johnson <AlanJ@Victory-Group.com>
Date: 03/18/2016 01:44 AM
To: "'Lorena Parker'" <lparker@sanpedrobid.com>

Lorena-
I wanted to ask what the clear direction might look like, would it be the goals Greg mentioned at the last Marketing meeting? Would there be a written up proposed direction for the board to consider or would we start from scratch? I ask because developing this could be a long and involved process especially since there are such divergent opinions.

I guess what I am saying is that it strikes me as committee work to develop proposed direction, goals and budget and present to the board for approval. Maybe I am not grasping what you are proposing and I am open to however you would like to handle it, I just wanted to share my thinking.
Alan

From: Lorena Parker [mailto:lparker@sanpedrobid.com]
Sent: Monday, March 14, 2016 4:48 PM
To: San Pedro Historic Waterfront PBID <LParker@sanpedrobid.com>
Subject: Postpone Marketing Committee Meeting

Good afternoon,

In order to get clear direction for the Marketing Committee to follow, I have decided that the Board of Directors needs to pass a motion with clear direction/objectives of the Marketing Program before we can move forward.

Therefore, I am going to cancel the meeting that we had scheduled for this Thursday, March 17th to allow the board to pass a motion at our next board meeting.

Thank you for your kind attention.

Sincerely,

Lorena Parker
Executive Director
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San Pedro Historic Waterfront
Business Improvement District
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